

## Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 SP-02 USIA-15 AID-05 NSC-05  
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R 012155Z MAR 78

FM AMCONSUL MONTREAL

TO SECSTATE WASHDC 109

AMEMBASSY OTTAWA

AMCONSUL QUEBEC

AMCONSUL TORONTO

AMCONSUL CALGARY POUCH

AMCONSUL VANCOUVER POUCH

UNCLAS MONTREAL 0417

E.O. 11652: NA

TAGS: BEXP, CA

SUBJECT: REGIONAL TRADE PROMOTION

1. IN THE SECOND TRADE PROMOTION FORAY IN AS MANY WEEKS, THE POST COMMERCIAL OFFICER WAS ONE OF SEVEN SPEAKERS TO ADDRESS THE SEMI-ANNUAL MEETING OF THE VERMONT COUNCIL OF THE NEW ENGLAND COUNCIL, INC. ON FEBRUARY 17 AT THE WOODSTOCK INN IN WOODSTOCK, VERMONT.

2. ABOUT 40 PERSONS ATTENDED THE ALL-DAY AFFAIR. MOST WERE EXECUTIVES OF VERMONT FIRMS, ASSOCIATIONS, MEDIA AND FINANCIAL INSTITUTIONS. THERE WERE ALSO ATTENDEES FROM BOSTON, NEW YORK, PITTSBURGH, AND ONE OTHER REPRESENTATIVE FROM MONTRAL, MR. JOSEPH T. GARDINER, REGIONAL REPRESENTATIVE - USA, FOR THE ROYAL BANK OF CANADA WHICH IS HEADQUARTERED IN MONTREAL. HE WAS ATTENDING THE MEETING FOR THE FIRST TIME BECAUSE, AS HE TOLD THE REPORTING OFFICER, SO MANY OF THEIR CUSTOMERS WERE "GOING INTERNATIONAL," APPARENTLY THE LATEST EUPHEMISM FOR MOVING

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SOUTH.

3. THE SPEECHES COVERED A RANGE OF TOPICS TOUCHING ON THE ECONOMIC SITUATION IN VERMONT AND NEW ENGLAND. TWO OF THE TALKS DEALT WITH ENERGY MATTERS, ANOTHER WITH VERMONT'S PRIORITIES FOR ECONOMIC DEVELOPMENT, AND THE LUNCHEON ADDRESS, GIVEN BY NEW ENGLAND, INC. PRESIDENT ERIC SWIDER, EXPLORED THE NEW ENGLAND

ECONOMY AS A WHOLE. THE OTHERS DEALT WITH MORE PARTICULAR SUBJECTS, VIZ: TRUCK TRANSPORTATION DISPARITIES IN THE STATE AND VERMONT'S INTERACT TELEVISION NETWORK.

4. ALTHOUGH ORIGINALLY SLATED AS A DISCUSSION OF BUSINESS OPPORTUNITIES BETWEEN QUEBEC AND VERMONT, THE SPEECH AS GIVEN CENTERED ON THE PRINCIPAL ACTIVITIES OF COMMERCIAL OFFICERS AND THE BASIC WORLDWIDE SERVICES OFFERED TO EXPORTERS BY THE STATE AND COMMERCE DEPARTMENTS. THE CHANGE IN EMPHASIS RESULTED WHEN A QUERY THROWN OUT AT THE BEGINNING OF THE TALK DETERMINED THAT NO ONE SITTING IN THE AUDIENCE HAD EVER USED THE COMMERCE DISTRICT OFFICE IN BOSTON FOR ANY PURPOSE. THIS IS NOT TOO SURPRISING IN VIEW OF THE DISTANCES INVOLVED, BUT IT UNDERSCORES OUR FEELING THAT THERE IS MUCH TO BE GAINED BY WORKING DIRECTLY WITH LOCAL GROUPS ON THE OUTER FRINGES OF THE NEW ENGLAND AREA (AND NEAREST QUEBEC), WHILE LEAVING THE REMAINDER OF NEW ENGLAND TO PROSELYTIZING BY THE BOSTON DISTRICT OFFICE. IF SUCCESSFUL, THE RESULT WILL, OF COURSE, MEAN MORE BUSINESS FOR THE BOSTON OFFICE.

5. THE TALK WAS WELL RECEIVED. AT ITS CONCLUSION ABOUT 9 OR 10 LISTENERS PICKED UP COPIES OF DIBA'S U.S. GOVERNMENT SERVICES FOR U.S. EXPORTERS TO TAKE WITH THEM. IT APPEARED THAT MOST OF THE AUDIENCE HAD READ THE RECENT TIME MAGAZINE FEATURE STORY ON CANADA. THE SEVERAL QUESTIONS THEY POSED ON THE QUEBEC SITUATION WERE STRAIGHTFORWARD AND EASILY ANSWERED.

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6. FOLLOWING THE MEETING, THE COMMERCIAL OFFICER WAS INTERVIEWED BY REPORTERS FROM THE RUTLAND HERALD AND THE VALLEY NEWS. AGAIN THE QUESTIONS WERE STRAIGHTFORWARD AND A NUMBER WERE ANSWERED BY REFERRING THE INTERVIEWERS TO READILY AVAILABLE SOURCES. E.G. THE QUEBEC INFORMATION OFFICE IN BOSTON FOR DETAILS ON THE P.Q. LANGUAGE POLICY. COMMENT WAS DECLINED ON TWO QUESTIONS: REACTION TO PREMIER LEVESQUE'S USE OF THE TERM "BASTARDS" TO DESCRIBE CORPORATIONS LEAVING THE PROVINCE, AND WHETHER THE CONSULATE GENERAL WOULD BECOME AN EMBASSY IF QUEBEC DECLARED ITS INDEPENDENCE FROM CANADA.  
HARPER

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